

Amendments to the Claims

1 Claim 1 (currently amended): A computer-implemented method of selecting component-level
2 views, comprising steps of:

3 receiving, at a server-side device ~~from a requester~~, a request for content;

4 locating a content file ~~comprising a template for to provide~~ the requested content,

5 wherein;

6 the content file comprises a first portion of the requested content and a template
7 corresponding to a remaining portion of the requested content; and

8 the template specifies, for a plurality of alternative selectable views of a content
9 component that forms [[a]] the remaining portion of the requested content, a plurality of
10 alternative selectable views of the content component, each of the alternative selectable views
11 comprising a corresponding value, and conditions under which for selecting each of the alternative
12 selectable views should be selected;

13 evaluating one or more factors to determine an evaluation result, wherein the factors are
14 determined from the ~~specified conditions~~ specified in the template;

15 using the determined evaluation result to select a particular one of the ~~specified alternative~~
16 selectable views specified in the template; [[and]]

17 replacing the template, from the content file, with the value corresponding to the selected
18 using the particular one of the alternative selectable views, thereby specifying the value
19 corresponding to the selected particular one of the alternative selectable views as the remaining
20 portion of the requested content; and of the specified alternative views, within the content file, for
21 the portion of the content;

22 returning the content file, as revised by the replacing step, from the server-side device to
23 the requester for rendering.

1 Claim 2 (currently amended): The method according to claim 1, wherein the request is received
2 from requester is a client-side device and further comprising the step of returning a response to
3 the client-side device, wherein the response comprises the content file with the particular one of
4 the alternative selectable views incorporated therein.

1 Claim 3 (currently amended): The method according to claim 1, wherein the requested content is
2 a particular Web page and the template is a Web page template comprising syntax that defines the
3 remaining a content portion of the particular Web page.

Claims 4 - 19 (canceled)

1 Claim 20 (new): A computer-implemented system for selecting component-level views,
2 comprising:
3 a computer comprising a processor; and
4 instructions which execute using the processor to implement functions comprising:
5 receiving, at a server-side device from a requester, a request for content;
6 locating a content file to provide the requested content, wherein:
7 the content file comprises a first portion of the requested content and a
8 template corresponding to a remaining portion of the requested content; and

the template specifies, for a content component that forms the remaining portion of the requested content, a plurality of alternative selectable views of the content component, each of the alternative selectable views comprising a corresponding value, and conditions for selecting each of the alternative selectable views;

evaluating one or more factors to determine an evaluation result, wherein the factors are determined from the conditions specified in the template;

using the determined evaluation result to select a particular one of the alternative selectable views specified in the template;

replacing the template, from the content file, with the value corresponding to the selected particular one of the alternative selectable views, thereby specifying the value corresponding to the selected particular one of the alternative selectable views as the remaining portion of the requested content; and

returning the content file, as revised by the replacing of the template, from the server-side device to the requester for rendering.

Claim 21 (new): The system according to claim 20, wherein the requester is a client-side device.

Claim 22 (new): The system according to claim 20, wherein the requested content is a particular Web page and the template is a Web page template comprising syntax that defines the remaining portion of the particular Web page.

Claim 23 (new): A computer program product for selecting component-level views, the computer

2 program product embodied on one or more computer-readable storage media and comprising
3 computer-readable program code for:

4 receiving, at a server-side device from a requester, a request for content;

5 locating a content file to provide the requested content, wherein:

6 the content file comprises a first portion of the requested content and a template
7 corresponding to a remaining portion of the requested content; and

8 the template specifies, for a content component that forms the remaining portion of
9 the requested content, a plurality of alternative selectable views of the content component, each of
10 the alternative selectable views comprising a corresponding value, and conditions for selecting
11 each of the alternative selectable views;

12 evaluating one or more factors to determine an evaluation result, wherein the factors are
13 determined from the conditions specified in the template;

14 using the determined evaluation result to select a particular one of the alternative
15 selectable views specified in the template;

16 replacing the template, from the content file, with the value corresponding to the selected
17 particular one of the alternative selectable views, thereby specifying the value corresponding to
18 the selected particular one of the alternative selectable views as the remaining portion of the
19 requested content; and

20 returning the content file, as revised by the replacing of the template, from the server-side
21 device to the requester for rendering.

1 Claim 24 (new): The computer program product according to claim 23, wherein the requester is

2 a client-side device.

1 Claim 25 (new): The computer program product according to claim 23, wherein the requested
2 content is a particular Web page and the template is a Web page template comprising syntax that
3 defines the remaining portion of the particular Web page.